## MEMORANDUM

## Office of the City Clerk

To:

Mayor & Council

From:

Gail Blalock, City Clerk ABCo.

Subject:

Outreach Ideas to Promote Community Service Applications

Date:

February 22, 2005

What Milpitas Currently Does

Posts Notices at City Hall and at the Library

Posts Vacancies on the City's Web Site & Channel 15

City Calendar mailed to every residence includes a Community Service Application List of Terms expiring in the coming year is published & posted each December Staff Liaisons are encouraged to make Announcements at Commission Meetings

Occasional Display Ads placed in the Milpitas Post

Articles included in the Milpitas Connection Articles included in the City Newsletter

Individual Commissions have promoted their Commissions at Community Events Applications Available at all Public Counters & Outside the Council Chambers

## What Other Cities Do

(Listed Below are Suggestions Received from Other Cities)

Paid Display Ads in Local Newspapers

Articles in City Newsletter/Publications

Announcements on Cable TV & City's Web Site

Special Ads in Neighborhood Association Newsletters

Ads/Notices in Chamber of Commerce Newsletter

Councilmembers & Commission Members Solicit Applicants

Posting Notices on City Hall & Library Bulletin Boards

Announce Openings at Council Meetings

Mail out flyers to Community Groups

Invite local newspapers to publicize vacancies

Have Recruitment Booths at City Events

Include Message on Water Bills

Send Notices to Neighborhood Block Leaders & Leadership Graduates

Use sign-up sheets circulated at town hall meetings and emergency response training classes as a mailing list to send flyers and applications

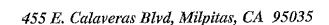
Share Information with Local Service Clubs (Rotary/Kiwanis/Lions, etc.)

Send Announcements to Homeowners Associations

## Suggestions for an Outreach Program

The following list contains ideas that could be done at minimal cost.

- Expand Coverage in City Newsletter; The next newsletter will include interviews with some current Commissioners; future issues could include expanded coverage or a regular *Commissioners' Corner* Article to promote participation;
- List Current Openings on each City Council Agenda;



- Publicly Announce Openings at City Council Meetings (during Announcements);
- Periodically Send out Public Service Announcements/Press Releases to all local Media, including minority publications;
- Create an eye-catching (less formal/less bureaucratic looking) Flyer to go with the Community Service Application to promote Commission membership – as a challenge or an opportunity;
- Send Announcements/Applications to Recreation Registration Mailing List (both mail [5,700] and email);
- Include Flyer/Announcement/Info with Recreation Registration Receipts;
- Send Flyers/Announcements to High School (have Volunteer Coordinator contact Government Classes);
- Include a message on Utility Bills (limited to 90 characters/2 mos. to reach all residents);
- Send Announcements to all local (non-city) Community Centers & Service Clubs;
- Send Announcements to homeowners associations, PACES graduates, Chamber Newsletter;
- Have Information & Applications available at all City functions/events (Recreation events; Tree Lighting; Town Hall Meetings; etc.);
- Hold an Annual Open House/Information Seminar at City Hall or the Community Center.

The following suggestions would require budgetary consideration.

- Create a Video to be shown on Channel 15, at Service Club meetings, etc.
- Include an Insert in Utility Bills (size limitation)
- Direct mail to all residents
- Place Paid Ads in San Jose Mercury
- Place Paid Ads in Minority Newspapers

gb/memos cc: City Manager City Attorney